

Effulgence, Vol. 5, No. 2, (July - December 2007)

S. No	Title	Author's Name	Institute/College Name
	Articles		
1	Security Implication of B2C E-Commerce	Manoranjan P. Ram	IME, Ghaziabad
2	The Indian Securities Market: An overview	Sanjeev Mittal	GGSIPIU, Delhi
3	Measuring Customer Satisfaction in the Banking Industry: With Special Reference to Service Quality Model	Manoj K. Dash	ITS, Ghaziabad
		Satish Kumar	ITS, Ghaziabad
4	Corporate Social Responsibility: Playing with Defensive or Creative	Vaishali Aggrawal	IBA, Greater Noida
5	An Empirical Analysis of the Impact of Index Future on Indian Stock market Volatility	Suresh sachdeva	SLP College, Gwalior
6	Base II Accord: Issues & Implications for Banks in Developing Countries	B.S. Bodla	Guru jambdheshwar University, Hissar
		Ashish Garg	KAIM, Charkhi Dadri, HR
7	Entrepreneurial Characteristics and Motivation: A Study of Entrepreneurs in the NCR	Shalini Rahul	Scholar,MDI, Gurgaon
		Shalini Kalra	Scholar,MDI, Gurgaon
		A. Sahay	MDI, Gurgaon
8	Medical Tourism: A Goldmine for India	Ruchi jain	RDIAS
		Saurabh Karwayun	RDIAS
9	Creative Industries: A New Paradigm	Anagha Shukre	IMS, Ghaziabad
	Book Reviews		
1	Business Environment	Sheveta Shegal	RDIAS
2	Quantative Techniques & Operations Research	Shikha Garg	RDIAS
3	Knowledge management	Manisha Dayal	RDIAS
4	Management of Technology & Innovation	Sonika Gupta	RDIAS